

## THE CLAIMS:

1. A method of enabling entry to a competition via machine-readable coded data on an entry form on a printed label of a product, the method including the steps of:

5 receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the entry form, the interaction data allowing the competition entry to be electronically captured in the computer system; and

transmitting the competition entry to a competition administrator.

2. The method of claim 1, wherein the label further includes human-readable information relating to the competition.

10 3. The method of claim 2, wherein at least some of the coded data includes a label identifier.

4. The method of claim 3, wherein the label identifier is a unique product item identifier.

5. The method of claim 4, wherein the unique product identifier is an electronic product code.

6. The method of claim 2, wherein the coded data is substantially invisible to a human.

7. The method of claim 1, wherein the sensing device is configured to electronically capture handwriting as digital ink as the sensing device is used to write on the label, the digital ink being captured by sensing the position, over time, of the sensing device relative to at least some of the coded data, the method further including the steps of:

in the computer system, receiving the digital ink; and

transmitting the digital ink to the competition administrator as part of the competition entry.

20 8. The method of claim 1, wherein the interaction data identifies the form and a position of the sensing device relative to the form, the identity and the position having been determined based on at least some of the coded data sensed by the sensing device, the method including the step of using the interaction data to identify the entry form and determine how the sensing device has been used to interact with the entry form.

25 9. The method of claim 8, wherein the interaction data includes movement data, said movement data representing movement of the sensing device relative to the form, the method including the step, in the computer system, of interpreting the movement and using the interpretation as part of capturing the competition entry.

10. A method of enabling entry to a competition via a printed label of a product, the label including: machine-readable coded data relating to an identity of the product label; and human-readable information relating to the competition, the method including the steps of:

using a sensing device, reading at least some of the coded data while the sensing device is used by a user to draw or write on the interface, and generating interaction data based on the read coded data, the interaction data being indicative of a position of the sensing device relative to the interface and of the identity of the product label;

5 receiving, in a computer system, the interaction data from the sensing device; and

transmitting competition entry information based on the interaction data to a competition administrator, the competition administrator being configured to record a competition entry based on the competition entry information.

11. The method of claim 10, wherein the step of reading the coded data includes the step of  
10 sensing the machine-readable coded data as the sensing device is moved relative to the interface surface.

12. The method of claim 10, wherein the human readable information of the interface includes  
one or more visible elements, each of the elements having a corresponding zone associated with it  
15 in the computer system, the method further including the step of sensing, while the sensing device  
is being used to interact with one of the visible elements, coded data coincident with or adjacent  
that visible element, and determining, from the sensed coded data, the position of the sensing  
device.

13. The method of claim 12, wherein the human-readable information on the interface surface  
indicates, to a user, one or more of the following instructions: request information; provide  
20 information; or implement an action.

14. The method of claim 13, wherein the human-readable information includes an indication of  
at least one of the following: requesting further information about the competition; or inquiring about  
a result of the competition.

15. The method of claim 13, wherein the human-readable information includes an indication to  
25 at least one of: answer a question for the competition; provide a signature; or select a check box.

16. The method of claim 13, wherein the human-readable information includes an indication of  
an action including at least one of: printing; or submitting an entry.

17. The method of claim 2, wherein at least some of the coded data includes a label identifier.

18. The method of claim 17, wherein the label identifier is a unique product item identifier.

30 19. The method of claim 18, wherein the unique product identifier is an electronic product code.

20. A system for enabling competition entry using machine-readable coded data on a printed  
competition entry form on a label of a product, and a sensing device configured to sense at least  
some of the coded data from a form and generating interaction data, said interaction data

representing interaction of the sensing device with the coded data, the system including a computer system configured and programmed to:

receive the interaction data and electronically capture the competition entry on the basis of the interaction data; and

5 transmit the competition entry to a competition administrator.

21. The system of claim 20, wherein the interaction data identifies at least an identity of the form.

22. The system of claim 17, wherein the interaction data further identifies at least a position of the sensing device relative to the form.

10 23. The system of claim 17, wherein the form is disposed on a product label having human-readable information relating to a competition, the coded data relating to an identity of the label.

24. A system for enabling competition entry via a product label including human-readable information relating to a competition and machine-readable coded data relating to an identity of the label, and a sensing device configured to sense the machine-readable coded data as the sensing 15 device is used to interact with the product label, and to generate interaction data based at least partly on the sensed coded data, the system including a computer system configured and programmed to:

receive the interaction data from the sensing device;

correlate the interaction data with a competition; and

20 record an entry in the competition based on the correlation.

25. The system of claim 21, wherein the product label includes one or more of: information fields that show information about the competition; button fields that cause one or more actions when interacted with by the sensing device; and entry fields for user input using the sensing device, the interaction data being interpreted as part of the correlation with respect to interaction of the 25 sensing device with the one or more fields.

26. The system of claim 22, wherein the product label includes at least one button field, the system being configured such that interaction data generated by interaction of the sensing device with one of the at least one button fields causes an action to be performed in the computer system.

27. The system of claim 21, wherein the action is the correlation of the interaction data with the 30 competition.

28. The system of claim 21, further comprising a display device, wherein interaction data generated on the basis of coded data sensed during interaction of the sensing device with at least one of the button fields causes the computer system to display information on the display device.

29. A product label including coded data and human-readable information, the label being 5 configured for use with the method of claim 1 or 10, or with the system of claim 17 or 21.

30. A method according to claim 1, implemented using a product label, the product label comprising:

10 machine-readable coded data indicative of at least an identity of the label, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for enabling the competition entry;

human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system.

15 31. A method according to claim 1, including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

assigning a competition alias ID to the competition entry; and

20 transmitting the competition entry to a competition administrator with the competition alias ID, thereby enabling the anonymous entry to the competition.

32. A method according to claim 1, including the steps, performed in a computer system, of:

identifying a first telecommunication address of the entrant from: an identity of the sensing device received or determined in the computer system; or the interaction data;

25 associating a temporary telecommunication address with the first telecommunication address;

sending the temporary telecommunication address and interaction data to a competition administrator;

30 receiving, from the competition administrator, information from the competition administrator addressed to said temporary telecommunication address; and

forwarding the information from the competition administrator to the first telecommunication address.

33. A method of according to claim 1, including limiting subsequent communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the method comprising the steps, performed in a computer system, of:

5 (a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

(b) transmitting the competition entry to the competition administrator; and

(c) enabling transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.

10 34. A method according to claim 1, the method comprising the steps, performed in a computer system, of:

(a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling identification of the application;

15 (b) transmitting information based on at least some of the interaction data to the application; and

(c) enabling transmission of up to a predetermined number of electronic messages from the application to the user.

20 35. A method according to claim 1, including enabling an entrant to enter an instant win competition via a printed competition entry form that includes machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the method comprising the steps, performed in a computer system, of:

receiving the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be captured in the computer system;

25 transmitting the competition entry to a competition administrator that is configured to determine whether the competition entry is an instant win entry.

36. A method according to claim 1, including enabling anonymous electronic redemption of a coupon printed as part of a product label, the product label including machine-readable coded data, the method including the steps, performed in a computer system, of:

30 receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling electronic capture of: coupon data of the coupon; and a product identifier associated with the product label;

assigning a competition alias ID to the coupon data; and

transmitting the coupon data, the product identifier and the competition alias ID to a coupon administrator configured to redeem the coupon electronically.

37. A method according to claim 1, enabling anonymous and electronic redemption a plurality of coupons, wherein each the plurality of coupons is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label with which it is associated, the method including the steps of:

using a sensing device, and for each of the plurality of coupons:

(a) generating interaction data by sensing at least some of the coded data of the coupon, the interaction data representing interaction of the sensing device with the coded data; and

(b) forwarding the interaction data to a computer system, for enabling the coupon offer and the product identifier associated with the product label to be captured electronically in the computer system, thereby enabling the computer system to transmit the coupon offer and the product identifier to a coupon administrator; and

15 receiving coupon redemption information from the coupon administrator after a predetermined combination of coupon offers relating to a plurality of the product identifiers and or coupon offers has been transmitted to the coupon administrator.

38. A method according to claim 1, the method including the steps, performed in a computer system, of:

20 receiving, from the sensing device: interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system; and a sensing device ID of the sensing device;

25 allocating a temporary registration to the sensing device ID or to a user of the sensing device, the registration including a return electronic address associated with the sensing device ID or the user;

transmitting the competition entry to a competition administrator; and

verifying competition entry via the return electronic address.

39. A method according to claim 1, including validating entry to a competition via interaction of a sensing device with a printed competition entry form comprising coded data indicative of a unique product identifier, the method comprising the steps, performed in the computer system, of:

receiving, from the sensing device, the product identifier and interaction data representing interaction of the sensing device with the coded data, the interaction data including at least the

unique product identifier and enabling a competition entry to be electronically captured in the computer system; and

transmitting the product identifier and the competition entry to a competition administrator for validation of the competition entry at the competition administrator by verification of the product identifier.

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